



FOR IMMEDIATE RELEASE

Philips and GDC Technology Link Up to Serve Digital Cinema Customers

CinemaCon, Las Vegas (April 15, 2013) – Philips today announced that a formal relationship has been established with GDC Technology ("GDC Tech"), the world's leading digital cinema solution provider. GDC Tech is now a key value added reseller for Philips digital cinema xenon lamps in China, Hong Kong, Singapore, Thailand and other ASEAN countries.

In the reseller agreement, GDC Tech will provide new channels to expand Philips' xenon lamp sales in the fast growing region. Philips' Digital Cinema Xenon includes lamps for Barco, Christie, NEC and Sony digital cinema projectors. GDC Tech maintained its dominant market share in the Asia Pacific region and has shipped over 25,000 units of digital cinema servers and integrated media blocks as of the end of March 2013.

"We are excited to have such a respected company represent our products in this market", states Ana Simonian, Global Director of Sales, Cinema Xenon Lamps, Philips Lighting. "We believe the partnership of GDC Tech and Philips will lead to new opportunities for both companies."

"We are pleased to have won the confidence of Philips," said Dr. Man-Nang Chong, founder and CEO of GDC Tech. "GDC Tech and Philips share similar beliefs, to help our customers minimize investment costs. Over the years, Philips products have won over many customers with its good quality. With the addition of Philips' products to our portfolio, GDC Tech becomes a total solution provider offering a wide range of digital cinema products to exhibitors. We look forward to working with Philips to address market needs and develop more business opportunities."

About GDC Technology (www.gdc-tech.com)

As one of the world's leading global solution providers for digital cinema, media delivery and display markets, GDC Technology ("GDC Tech") has successfully delivered and installed digital cinema servers, projection and 3D systems worldwide. GDC Tech is currently the largest supplier of digital cinema servers throughout Asia and the second largest provider of digital cinema servers worldwide, serving its customers through offices in the US, Mexico, Spain, Hong Kong, Japan, Singapore, China and India. GDC Tech is a portfolio company of The Carlyle Group.





About Royal Philips Electronics (www.philips.com)

Royal Philips Electronics (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2012 sales of EUR 24.8 billion and employs approximately 118,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at www.philips.com/newscenter.

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